

Message Text

UNCLASSIFIED

PAGE 01 TOKYO 08312 060835Z

ACTION EA-09

INFO OCT-01 ISO-00 EB-07 USIA-15 /032 W
-----060837Z 080072 /15

R 060752Z JUN 77

FM AMEMBASSY TOKYO

TO AMCONSUL HONG KONG

INFO USDOC USTS

SECSTATE WASHDC 8362

UNCLAS TOKYO 8312

FOR SLOANE, COMMERCIAL SECTION, FROM USTS

E.O. 11652: N/A

TAGS: ETRD

SUBJECT: REGIONAL "HARDWARES USA RESEARCH TOUR"

REF: UNCLAS HONG KONG 6261

SUMMARY: RESPONDS TO UNCLAS HONG KONG 6261. END SUMMARY.

1. HAVE DISCUSSED SUBJECT PROGRAM WITH LES GILBERT OF NWA/TYO WHO EXPLAINED THAT PROGRAM AND THE PROBLEMS INVOLVED IN MARKETING IT IN JAPAN HAVE BEEN DISCUSSED IN DETAIL WITH ERIC LI OF PACIFIC LEISURE-MYTRAVEL.

2. THE MAJOR PROBLEMS IN TRYING TO MARKET IN JAPAN A TOUR PRE-PACKAGED IN HONG KONG ARE (A) CURRENCY EXCHANGE REGULATIONS, (B) TOUR PRICE WHICH DOES NOT DISCOUNT TYO/HKG/TYO AIRFARE, AND (C) VERY LOW GROUND COST COMMISSION OF ONLY FIVE PERCENT OFFERED TO LOCAL JAPAN AGENTS. IN OTHER WORDS, JAPANESE AGENTS ARE CAPABLE OF PACKAGING A TOUR WHICH INCLUDES THE HARDWARES SHOW AT LESS COST THAN IS OFFERED BY MYTRAVEL, A TOUR WHICH BETTER SUITS THE JAPANESE INDIVIDUAL REQUIREMENT, AND MAKE HIGHER COMMISSION.

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3. THE FACT THAT SUBJECT SHOW IS NOT SELLING IN JAPAN BY NO MEANS INDICATES THERE WILL BE NO JAPANESE ATTENDANCE AT HARDWARES SHOW. QUITE TO THE CONTRARY, NORTHWEST AND WE ARE WORKING WITH JAPANESE AGENTS TO DEVELOP SEVERAL TOURS TO THE SHOW. HOWEVER, FOR REASONS CITED ABOVE, IT MAY BE DIFFICULT TO SELL THIS PARTICULAR TOUR DEVELOPED BY TRADE MEDIA AND PACIFIC LEISURE-MYTRAVEL.

SHOESMITH

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: TOURISM PROMOTION
Control Number: n/a
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Decaption Note:
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Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
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From: TOKYO
Handling Restrictions: n/a
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Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
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Review Event:
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Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2256825
Secure: OPEN
Status: NATIVE
Subject: REGIONAL \"HARDWARES USA RESEARCH TOUR\"
TAGS: ETRD, JA, US
To: HONG KONG
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/28263984-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009